

TOP MARKS

NAME

SCHOOL

*creative
solutions
for
your
school*

designforce

Think...

You're proud of your school and its achievements.

You know how motivated your children are to succeed and develop.

And you're delighted at the support you receive from parents.

But in a competitive environment, are you sure you're communicating these messages successfully to tomorrow's parents and pupils?



Wouldn't it help if you could turn to design and communications experts that specialise in supporting independent schools? **The good news is that you can. Design Force Associates are experts in developing visually powerful solutions to help independent schools to achieve their aspirations.** We're well placed to help you integrate your branding and print design with your web presence and email strategy. We can also support your marketing strategy by being an extra voice with well thought through ideas.

Consider...

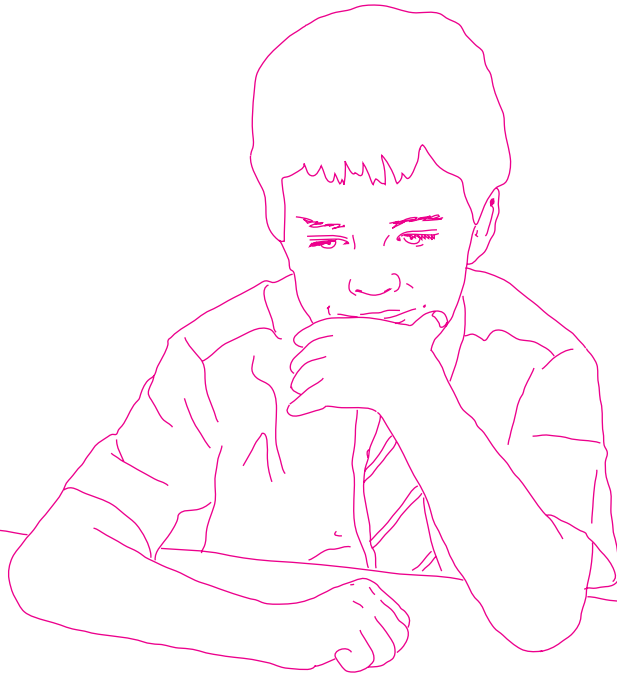
Communications challenges are becoming increasingly complex – and every school's needs are different.

Some schools may be looking for support to get the basic components of their communications right; others will have more complex and detailed needs.

That's why we take a **considered approach** to each school that we work with to tailor a solution that's appropriate to them.

This is how we go about getting it right...

- * We **listen** to our clients – where they're coming from, what they'd like to achieve, where they see their challenges, how they prefer to work
- * We take time to **observe** – to get an in-depth perspective on how the school works
- * We **research** your target market and find out more about how the parents of potential pupils see your school and competing offers
- * We make our **recommendations** to you based on this well-rounded view
- * We'll then agree, develop and **deliver** our solutions in partnership with you



Our clients are always able to ask us for help – even if it is sometimes at the last minute – and we’ll be there to support them with **practical answers** that help them achieve their goals.

What’s more, we never forget that you’re making an investment on behalf of your school. That’s why we’ve put so much time into making our production processes as efficient as they can be – **so you can trust us with your brief and your budget.**

Our operational systems include:

- * Post Appointment Workshop
- * The Design Force Way – Operational Processes
- * 1-6-12 Annual Strategy Planning Frameworks
- * 1-3-25-30 Task Scheduling
- * Pictures of Success Planning

We also think that work should be fun, and our enthusiasm for the job shines through. **You’ll find us straightforward, accountable and above all, effective.** It’s our aim to bring together a unique blend of skills in a stimulating environment to fulfil all your communications needs.

Proof...

We've asked some of our clients across the independent schools sector to give us some feedback.

Here's what they have to say...

"Working with Design Force has revolutionised the quality and vision of the school's paper and digital communications. I have been particularly impressed with the ease with which they understood their original brief and the speed at which they 'got' the uniqueness of the school. What has been produced since is always fresh, imaginative and fully responsive to our needs. All that, and they're really great people to deal with!"

Chris Jeffery
Headmaster
The Grange School
Northwich

"Design Force's work on our prospectus broke the mould...and working with them was a pleasure in itself. Their interpretation of the brief and their responsiveness to our need to incorporate some future proofing, ahead of our move to become fully co-educational, showed their creativity and their sensitivity to the requirements of the independent schools market. Both these strengths made them very easy to deal with, and the photography they produced created a strong and immediate visual impact on every spread. Perhaps the best testament to Design Force was that, when further changes in the school meant that we had to update the prospectus, we all felt that their creation had stood the test of time remarkably well: we were, in fact, sorry to have to replace it."

Phil Lloyd
Development Director
Queen Elizabeth Grammar School
Blackburn





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1. The Grange School - prospectus
2. The Perse - prospectus
3. The Grange School - newsletter
4. QEGS - prospectus
5. Highfield Priory - prospectus
6. The Grange School - website

If you think we can add value to your creative strategy, call Simon Brindle now on **01772 254000** and find out what Design Force Associates could do for your school.

Design Force Associates
The Watermark, Ribbleson Lane,
Preston, Lancashire, PR1 5EZ

t. 01772 254000

f. 01772 258000

e. simon@designforce.co.uk

www.designforce.co.uk

